ARE THERE SHARED BENEFITS IN THE MEDITERRANEAN?

Fish and seafood are an integral component of the current Mediterranean diets and economies. Small-scale fisheries make up 83% of the region’s fishing fleet and 60% of the fishing sector, or 150,000 people. Roughly a quarter of the Mediterranean region’s ecological footprint is driven by the footprint of food.

80% of Mediterranean fish stocks are overfished. Of Mediterranean fish species are threatened with extinction. Of Mediterranean fish stocks are overfished. Small-scale fisheries employ 60% of the fishing sector, or 150,000 people.

FISHER AND CONSUMER ACTIONS TOGETHER CAN

Small-scale fisheries can gain a market advantage only when both fishers and consumers understand the role that fisheries play in sustainability.

Small-scale fisheries:
- Bring an assortment of fish species to market
- Educate consumers on the importance of the fishers’ sustainability practices

Consumers:
- Support the local fishing community
- Try new recipes for fish you haven’t eaten before
- Eat a wider variety of fish and seafood species

In surveying nearly 3,000 consumers in Croatia, Italy, and Turkey, we found:

- Fishers and consumers prefer to buy in supermarkets and fish shops, while Turks prefer to purchase directly from fishers.
- The biggest barriers to purchasing unfamiliar seafood are price, and unknown flavors and cooking methods.
- Italians and Croats consume a greater variety of fish and seafood species.
- Italians and Turks are willing to try new fish and seafood after learning about small-scale fisheries.
- Opinions about the most important factor for seafood sustainability (fishing practices, seasonality, and fish stock health) were inconsistent.

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DECREASE THE FISHING SECTOR’S PRESSURE ON THE PLANET’S ECOSYSTEMS

Increase economic opportunity and job creation in local communities.

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